

Skill and Employment : The effect of Corporate Social Responsibility based on fairness perception

Bom-I Kim, Ga-Woon Ban, Jung Seung Yang

The purpose of this study is to approach the skills and employment using the concept of CSR(Corporate Social Responsibility).

In order to enhance the workmanship of the labourers and to create more employment opportunities, we have looked into the potential of CSR and attempted to suggest its next course of action in the labor market. This research, using the concept of fairness perception, aims to explore how one's understanding of the CSR activity acts as a mediator that leads to the positive achievements as a corporation. Firstly, we aimed to examine how the various departments of CSR, including the activities in internal CSR and business relations CSR (assisting under syndicates), via fairness perception, - and through the increase of trust in the corporation and the emergence of reciprocity, - ultimately influence the performance of the corporation. And we verified that the CSR activity, based on fairness, manages to carry its legitimacy as one of the corporation management strategies. In addition, we discovered that CSR can also be revitalized under the following circumstances: when the decision-making authority that was only monopolized by the corporation starts being shared with the labourers, when the labourers gain more participation opportunities in the decision-making process, and when the labourers' rights to make decisions take effect as a counterforce against the management rights. As an outcome, it was demonstrated that this does not only motivate the labourers, but also raises the quality of working environment and alleviates efficiency and equity of the economy itself. Ultimately, this will furthermore enhance the workmanship of the economy and create more job opportunities.